



# 1819  
26074  
4/24/04

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application of: Donald J. Hejna, Jr.  
Serial No.: 09/398,612 Filed: September 16, 1999  
Examiner: A. Armstrong Group Art Unit: 2654  
Title: Method and Apparatus to Determine and Use Audience Affinity and Aptitude

**RECEIVED**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

APR 19 2004

Technology Center 2600

Sir:

Transmitted herewith is a response to the outstanding office action for the above-identified patent application, a Terminal Disclaimer (with a check for \$55.00 for the petition fee), and an Information Disclosure Statement in accordance with 37 C.F.R. 1.97(c) (with a check of \$180.00 for the fee under 37 CFR 1.17(p)). No claims have been added, and as such, no additional filing fee is required.

Respectfully submitted,

Date: April 6, 2004

By

*Michael B. Einschlag*

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Attached:

Response to office action  
Terminal Disclaimer (with check for \$55.00)  
Information Disclosure Statement (with a check of \$180.00)

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on April 6, 2004 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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April 6, 2004  
Date of Signature